

FREE PUBLIC LIBRARY

P. O. Box C-902

NEW BEDFORD, MASSACHUSETTS 02741

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Director

1970

A N N U A L R E P O R T

It is with pleasure that I present the 1970 Annual Report to the Trustees of the Free Public Library.

During my first year as Director much has been accomplished. Much more must still be done if the library services are to reach a significant proportion of the city population. What has been done so far could not have been implemented without the wholehearted cooperation of the staff, the Trustees, and the City Officials. Thanks must go also to the City Councillors whose far-sightedness and interest in the library system persuaded them to support those small efforts to broaden the scope of the library programs.

My personal philosophy of library service is that of providing information to all who need it at the level at which this information can be absorbed and best used for the good of the individual, whether this person be white, black, rich, or poor; that the library is basically an educational institution albeit one of informal or self-education; that the principal goal of the library is service to the public, even if this service results in administrative inconvenience or increases the workload.

In the light of this philosophy, the library was found not to be serving a sufficient proportion of the city population. Any library service which is keyed to a particular cultural or income class severely limits the library's scope and effectiveness since it ignores the others. A significant proportion of the city's population are at school or college but there are just as many people who have resigned from the formal learning process. There are many who are proud of their cultural heritage, and there are many who do not include an adequate education among their advantages. All these people should be served by their library;

all deserve to have ready at hand the information they need.

FOUR NEEDS

There were four pressing needs in the library in general and the central building in particular which had been neglected. One was to put books and other materials where people could find them easily. Another was to upgrade staff competence. A third, to broaden the scope of the library's programs, and lastly, to repair the library buildings.

The first was comparatively easy and was planned and almost accomplished by the end of 1970. Approximately 15,000 most used subject books can now be housed on the main floor of the central library and up to 10,000 fiction, large-print books, foreign language and periodicals housed on the lower floor. This is in addition to the volumes in the Juvenile Department. A separate newspaper reading area was set up on the third floor foyer near the elevator so that older people could reach it without ascending any stairs. In the continuing attempt to turn the building from a "temple of culture" into a "tool for service", control desks were located on the main and lower floors and an efficient copying machine was located where it invited use: these discouraged both mutilation and theft.

2 The second neglected need is more difficult to remedy. It is not yet done because several factors have to be reckoned with; the competence of the present staff must be recognized both in terms of adequate salary and responsibilities, additional qualified personnel must be brought in to help shoulder the load and sufficient lower level personnel must be added to relieve the qualified and

experienced staff of day-to-day chores so they may spend their time solving the problems of service. This is a tall order which will require the help and dedication of the Trustees, the City Officials and the Council to accomplish. An attempt to set up a personnel classification schedule as a first step has not been entirely successful.

3

The third need is to broaden the scope of the library's services so as to reach at least some of the many races and ethnic cultures which flourish in the city. The success of the tentative efforts in this direction is not certain and much additional exploration and experiments are required before any formula for success can be worked out. Several tentative efforts were made to expand the library's programs to meet the needs of the city residents. Beginning in September twice weekly film nights were initiated. Monday night was Theme Night, Thursday night was Family Night. Attendance varied and tapered off in December but was satisfactory for a beginning program. Paperbacks were bought and a rack placed in the Wilks Branch; these were borrowed at the rate of about a thousand a month; a collection of eight millimeter home movie films were issued from Central and these also circulated well in spite of some theft of newer titles. The only major attempt to serve other minorities in the City was a proposal to the Bureau of Library Extension that we experiment with an ethnic oriented branch in the South End of the City - the Casa da Saudade. The Trustees and the Bureau approved the project but it was in the planning stage at the end of 1970. Other minorities deserve services specifically designed to suit their needs.

4 The last neglected need is the library plant which had been allowed to deteriorate since the spurt of branch building ten to fifteen years ago. Leaking roofs and broken windows were evident. Heating and cooling equipment functioned intermittently, poorly, or not at all. No adequate provision had been made to keep the grounds in order. Much of this was either completed or begun in 1970 but each branch still needs individual attention both inside and out. The windows at Central are loose because the wood has shrunk or the metal frames are twisted and jammed; many rooms are dingy and poorly lit.

MEASURING USE

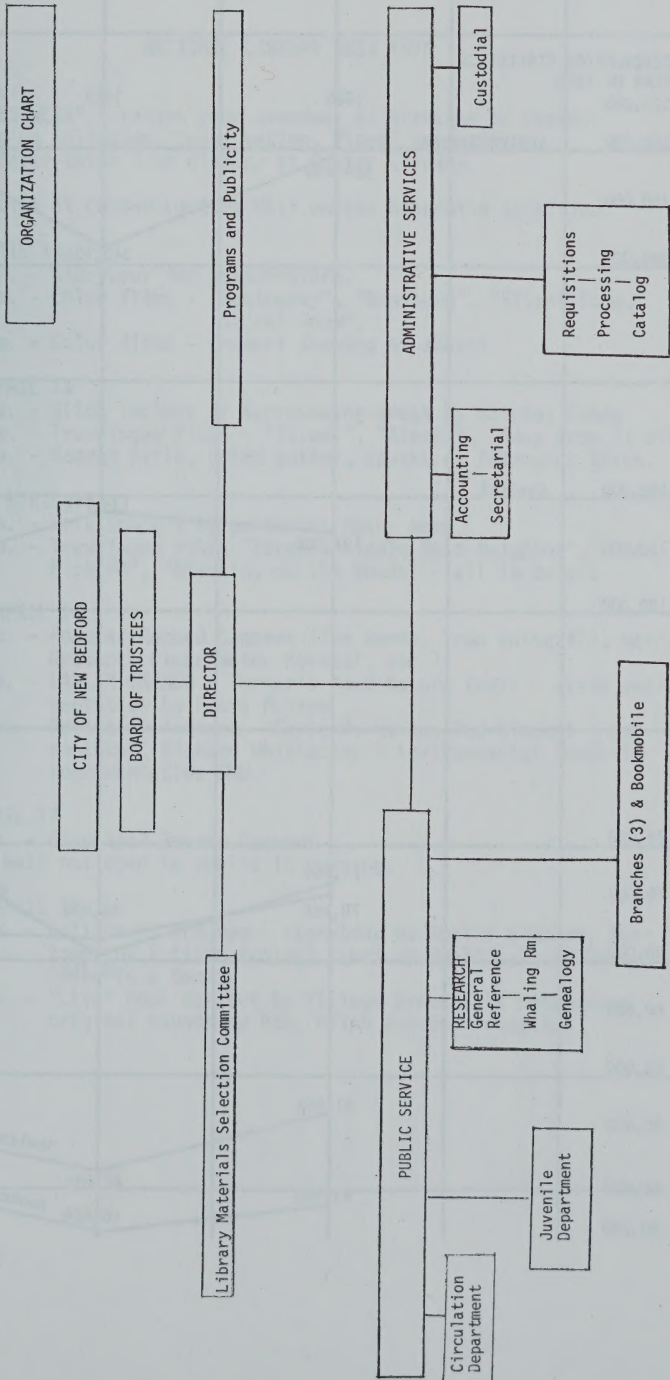
Measuring use of libraries is customarily judged by the quantity of books and other materials taken out for home use, but this has proven to be an unreliable guide because a person may take several items and never look at them, or take one and lend it among his family and friends. In either case the use or lack of it is not reflected in the statistics of "use".

Besides taking materials home people also use the services within the building. This use is difficult to measure with accuracy without disturbing the privacy of the library patron. Three records are maintained which can be used as a guide; one is the number of call slips handed in at the desk; another the number of questions asked of the reference staff; and the third is the number of copies made by the coin-operated copier. A call slip is the slip made out by the patron in order to request material to be brought them from the floors of shelving which are closed to the public. A reference question is a request for factual information that can be obtained or verified through the use of the library's re-

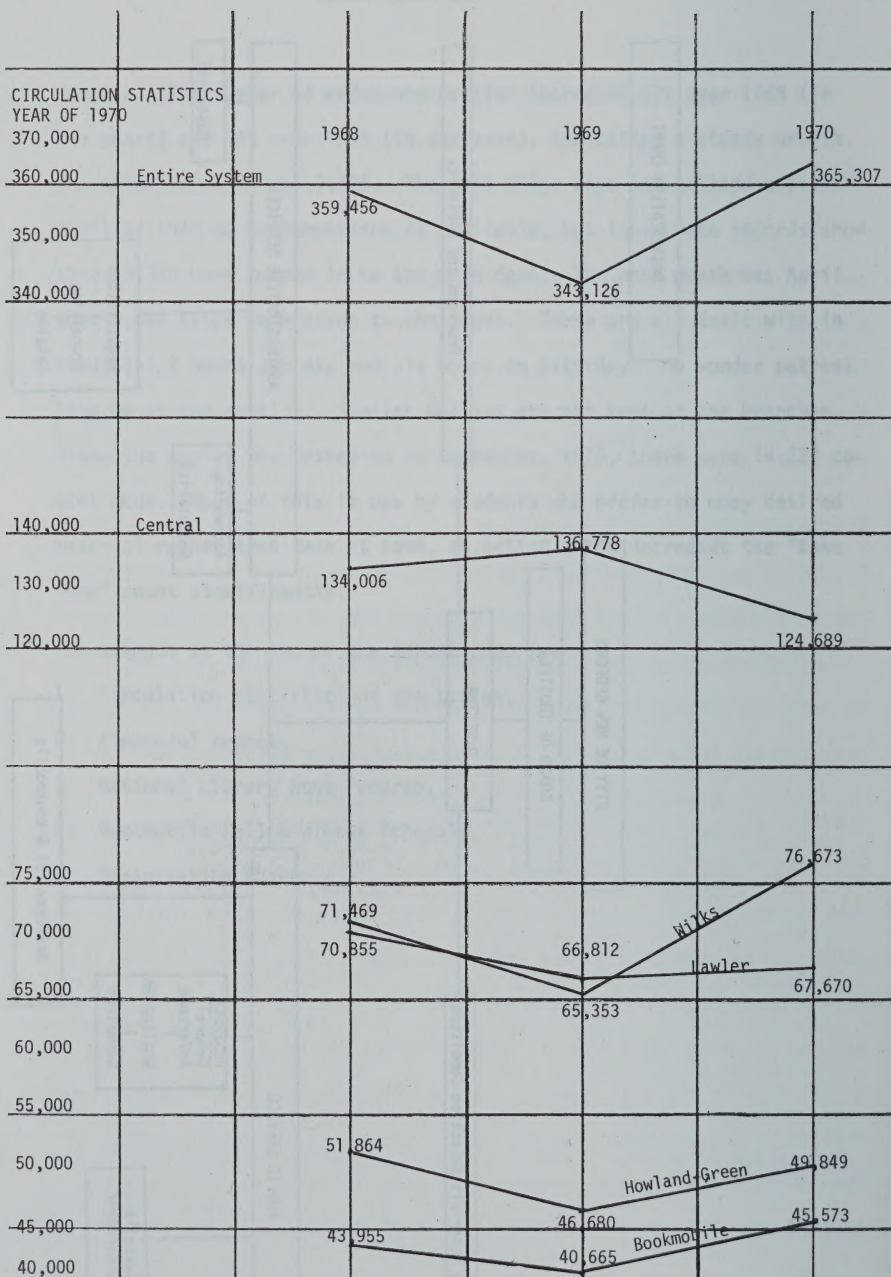
sources. The number of reference queries increased 27% over 1968 (in two years) and 16% over 1969 (in one year), indicating a steady growth. The total for 1970 was 9,406. The call slips were not tallied until April of 1970 so no comparison is available, but incomplete records show that 19,750 were turned in to the main desk. The peak month was April when 5,091 slips were given to the pages. These are all dealt with in about 2-1/2 hours per day and six hours on Saturday. No wonder patrons line up at the desk!!!! Similar tallies are not kept at the branches. Since the copier was installed in September, 1970, there were 14,227 copies made. Most of this is use by students who prefer to copy desired material rather than take it home, an action which decreases the "take home" count significantly.

The addenda at the end of the Report comprise:

1. Circulation statistics of the system.
2. Financial report.
3. National Library Week Program.
4. Bookmobile Fall & Winter Schedule.
5. Organization Chart.



FREE PUBLIC LIBRARY



NATIONAL LIBRARY WEEK 1970

Attractions:

- "NO FINES WEEK" - return your overdues at Branches or Center.
- Displays on Pollution, Conservation, floral decorations.
- Purple Paper Eater - on display at Center Library.

All activities at Center Lecture Hall unless otherwise specified.

MONDAY, APRIL 13

- 9:00 a.m. - Storyhour for preschoolers.
- 3:00 p.m. - Color films - "Hemingway", "Sandburg", "Silent Snow, Secret Snow".
- 7:00 p.m. - Color films - (repeat showing of above).

TUESDAY, APRIL 14

- 9:30 a.m. - Slide lecture of surrounding areas by Shirley Cohen.
- 3:00 p.m. - Travelogue films - "Israel", "Alaska", "Away from it all".
- 7:00 p.m. - George Avila, noted author, speaks on Pairpoint Glass.

WEDNESDAY, APRIL 15

- 3:00 p.m. - Folk Concert by guitarist Peter Wood
- 7:00 p.m. - Travelogue films "Israel: Middle East Neighbor", "Jean Richard", "Blessing on the Woods" - all in color.

THURSDAY, APRIL 16

- 2:30 p.m. - Popular Record Concert (Tom Jones, Iron Butterfly, Hair, Credence Clear Water Revival, etc.)
- 3:30 p.m. - LAWLER BRANCH - Turner's Pond Nature Trail - slide presentation by Flora Peirce
- 7:00 p.m. - Pollution lecture - Earle P. Hanna; Ted Vincent - commentator, Richard Whittaker - Environmental Teach-In representative SMU.

FRIDAY, APRIL 17

- 2:30 p.m. - Classical Record Concert
- Lecture Hall not open to public in evening.

SATURDAY, APRIL 18

- 9:30 a.m. - Children's Program - storyhour by Emalie O'Brien, followed by 2 films (color) "Curl up Small", "I've Been There in a Book".
- 2:30 p.m. - "Live" rock concert by Village Green folk rock group original sounds by Deb, Ralph and Bob Paquette.

NEW BEDFORD FREE PUBLIC LIBRARY

Finances 1970

WHERE IT CAME FROMWHERE IT WENT

\$254,245.25
54,307.75

Salaries, Services.....
Custodial.....

City of New Bedford..... 311,801.52

Materials:
Books, Films, Records
and Periodicals..... \$75,390.84
Microfilm..... 3,519.10
Binding..... 324.20

Bristol County (Dog Tax)..... 8,937.25

79,234.14

Commonwealth of Massachusetts:

Direct Grant..... \$25,619.25
*Regional..... 19,038.43

Operation:

Utilities..... 9,953.71
Building Repairs..... 5,500.46
Janitorial Supplies..... 1,617.86
Office Supplies..... 1,735.56
Catalog & Processing..... 5,683.51
Communication..... 2,673.92
Bookmobile Operation..... 442.80
Other Operation Costs..... 5,306.65

Private Funds..... 46,123.43
\$ 428,822.90

32,914.47
4,073.24
\$424,774.85

New Equipment (1970)..... 5,755.00
\$ 434,577.90

Carried over to 1971:
Private Funds..... 6,756.70
New Equipment (1970)..... 3,046.35

9,803.05
\$434,577.90

Per Capita Income..... \$4.34 per year.

Salaries (except custodial) 70%; Library Materials 21%; Operation 9%

BOOKMOBILE SCHEDULE

Effective Sept. 21, 1970

First Week Beginning Sept. 21, 1970

MONDAY

Ethel Street 9:15 a.m. - 9:30 a.m.
 Pine Hill Acres 10:00 a.m. - 11:00 a.m.
 Sassaquin Ave. 11:15 a.m. - 11:30 a.m.
 Sassaquin Pond 11:45 a.m. - 12:30 p.m.
 Braley Road 1:45 p.m. - 2:00 p.m.
 White St. 2:15 p.m. - 2:30 p.m.
 Nye's Lane 2:45 p.m. - 3:30 p.m.
 Phillips Rd. 3:45 p.m. - 4:15 p.m.

TUESDAY

Sacred Heart School 9:30 a.m. - 11:00 a.m.
 Campbell School 11:45 a.m. - 12:45 p.m.
 Nashmont Housing Project 3:00 p.m. - 4:15 p.m.

WEDNESDAY

Swift School 9:30 a.m. - 11:30 a.m.
 Bluemeadows Housing Project 2:30 p.m. - 4:15 p.m.

THURSDAY

Parker School 9:30 a.m. - 11:30 a.m.
 Phillips Ave. School 1:15 p.m. - 2:45 p.m.
 Brickenwood Housing Project 3:15 p.m. - 4:15 p.m.

FRIDAY

Westwood Housing Project 2:00 p.m. - 2:30 p.m.
 Lucas St. & Brock Ave. 3:00 p.m. - 4:00 p.m.

BOOKMOBILE SCHEDULE

Effective Sept. 21, 1970

Second Week Beginning Sept. 28, 1970

MONDAY

Immaculate Conception School - Earle & Diman Sts. 9:30 a.m. - 11:30 a.m.
 1:00 p.m. - 4:00 p.m.

TUESDAY

Lincoln School 9:30 a.m. - 11:30 a.m.
 Clark St. School 1:00 p.m. - 3:00 p.m.
 Crestview Housing Project 3:30 p.m. - 4:30 p.m.

WEDNESDAY

Congdon School 9:30 a.m. - 11:30 a.m.
 1:00 p.m. - 4:00 p.m.

THURSDAY

Kempton School 9:30 a.m. - 11:30 a.m.
 County & Coggeshall Sts. 1:30 p.m. - 2:00 p.m.
 Presidential Heights Housing Project 2:30 p.m. - 4:00 p.m.

FRIDAY

Westwood Housing Project 2:00 p.m. - 2:30 p.m.
 Lucas St. & Brock Ave. 3:00 p.m. - 4:00 p.m.

NOTE: The Bookmobile will not operate on holidays

ANNUAL REPORT

FREE PUBLIC LIBRARY

for the year 1970

IN CITY COUNCIL, November 11, 1971

Received, placed on file and ordered
printed in the City Documents.

Ellen M. Gaughan, City Clerk

A true copy, attest:

Ellen M. Gaughan
City Clerk